

ABSTRACT
Marketing and Purchasing Components and Services

A computerized method for marketing components or services includes receiving a request for a requested component or service from a customer and determining whether the requested component or service is available to be provided to the customer. If the requested component or service is available to be provided to the customer, the requested component or service is offered to the customer. If the requested component or service is not available to be provided to the customer, a reverse auction for the requested component or service is conducted among a plurality of suppliers. The requested component may be a life-limited component, such as a life-limited aircraft engine component.